

Advertising in the Schools

A. Generally

The students and employees shall be protected from exploitation by means of advertising and advertising schemes in the schools.

B. Use of Commercial Materials

The board approves of the use instructional materials developed by commercial organizations if the educational value of the materials outweighs their commercialism, if the advertising is in good taste and if the materials are not available elsewhere at a reasonable cost.

C. Announcements, Notices and Signs

Principals may permit the posting of announcements, notices and signs in designated areas of the schools if the advertised activity will contribute to the students' education or if the proceeds of the activity will benefit the programs of instruction or extracurricular activities.

D. Political Advertising

Students shall be encouraged to take an active interest in national, state and local elections through various school-sponsored activities. School facilities or equipment may not be used as a means of producing or disseminating to the community any material that advertises or promotes a political party, a political cause or the candidacy of an individual for public office. Students and employees of the board shall not be used to distribute campaign literature within the schools or on school grounds.

When school buildings or grounds are used as polling places the prohibition noted above on posting signs and disseminating material shall be waived.

E. Advertising in School Publications

School and/or student publications that normally solicit paid advertisements as a means of supplementing their income may accept and publish paid advertising copy that is appropriate for a school publication and that receives the prior approval of the principal or a designee.